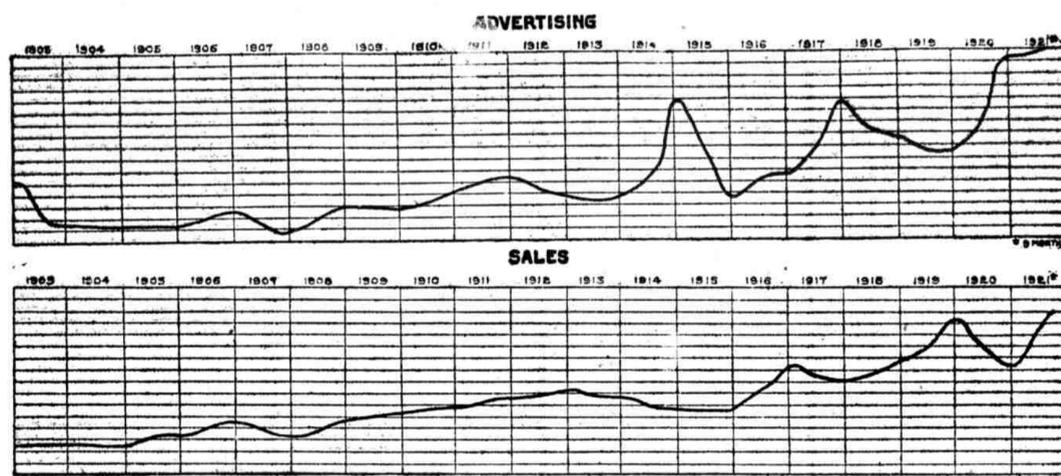




In the opinion of Mr. J. A. O'Brien, President of the DeLong Hook & Eye Company, national advertising, used consistently year in and year out for the last thirty years, has produced this result in sales:



Mr. O'Brien says, "Sales have followed advertising almost as if sales were the shadow of advertising. This has been true during the periods of general business depression. During the year 1920 we spent more money in advertising and merchandising our advertising than in any previous year, and our sales for the first eight months of this year have been the largest in the history of our business.

"Merchandise of quality, reasonably priced, and backed by consistent and intelligent advertising, is *always* in demand. During this period of thirty years and every year during the last thirteen we have used THE LADIES' HOME JOURNAL, and there is every indication that we shall continue to do so. It is our opinion that no advertising for our products would be complete without the Journal."

There are other farseeing manufacturers with years of a good product to which years of good advertising can be applied. Why not begin NOW?

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman